

# Designs on Indore



**Renowned architect Jimmy Mistry, is disturbed that not even a single city monument has astonishing architecture. But, he hopes that will change soon...**

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**A** qualified mechanical engineer, Mistry never thought that one day he would be a renowned architect and in fact, it was only in Italy several years back that he realised how deep his fascination for design actually was.

“I spent close to three years in Italy studying different techniques of design and branding. So, when I returned to India, I was clear that I was genuinely interested in architecture, and made it my profession,” confessed Mistry, who also launched the unique Della Adventure Club in Lonavala, taking his love for adventure sports a step further.

And even after winning prestigious awards like the Urban Heritage Architecture Award-2003, Young Design Practice Award-2001, Young Achiever Award-2004 and being nominated for the Ernst and Young Entrepreneur award-2004, among others, it's his design of the Della House in Mumbai, which remains the closest to his heart.

“While constructing the Della House, there were approximately 200 artists working together at a time, doing Parsi and Persian art work simultaneously, which is difficult,” Mistry explained.

But his most prestigious projects include designing Vijay Mallya's Kingfisher lounge and Bajaj Pro biking's showrooms, because of the 'challenge' quotient in them. “Designing for a national-

international brand is always a challenge, because it apart from the owner, several other people are also associated with the brand. Moreover, dealing with the firms' own consultants and their rigid vastu experts and astrologers is too much sometimes!” laughed Mistry, underlining that for him, factors like vastu and feng shui are nothing more than a headache, when applied non-scientifically.

Designing seven townships (Richmond Park, Grande Exotica, Maple Woods, Bloomberg Township, Silver Mansions, Silver business park and Mittal Corp) and one school (Educom Millennium School) in the city, Mistry explained how each project is equally interesting.

“Modernisation is yet to take off in full swing in Indore. So, it will be interesting to see it happen and be a part of it,” Mistry continued.

“I have been in Indore for several years, and have an emotional attachment to the city. It is famous for art and culture, food and hospitality, but there's not a single monument here which may be categorised as a work of astonishing architecture. This bothers me a lot,” he rued, adding that it is also what motivates him to change things.

“The scope of architecture here excites me. Hopefully in the coming years, Indorians will get to see the buildings they had always seen in photographs!” Mistry ended on an optimistic note.